

**TOWN OF FOUNTAIN HILLS
MINUTES OF THE JOINT SESSION OF THE
FOUNTAIN HILLS TOWN COUNCIL AND FORT MCDOWELL YAVAPAI NATION**

October 12, 2011

Mayor Schlum opened the meeting at 8:15 a.m., which was held in the Fountain Hills Community Center. Dr. Pattea gave a blessing in his native language.

AGENDA ITEM #1 – INTRODUCTION.

Those present introduced themselves.

Fountain Hills Town Council: Mayor Schlum, Vice Mayor Dickey, Councilmember Leger, Councilmember Brown, Councilmember Hansen, Councilmember Elkie and Councilmember Contino.

Fort McDowell Yavapai Tribal Council: Dr. Clinton M. Pattea, President and Bernadine Burnette, Vice President.

Town of Fountain Hills' staff members: Interim Town Manager/Finance Director Julie Ghetti, Town Community Services Director Mark Mayer, Development Services Director Paul Mood, Economic Development Administrator Lori Gary, Attorney Andrew McGuire and Town Clerk Bev Bender were also present.

Fort McDowell staff members: Phillip Dorchester, General Manager; Dr. Carole Coe Klopatek, Director, Government Relations Office; and Craig Benell, Director of Revenue Generation (Radisson).

AGENDA ITEM #2 – PRESENTATION OF DRAFT REDISTRICTING MAPS.

Dr. Carole Klopatek addressed the Councils relative to the draft redistricting maps (Congressional and Legislative). Dr. Klopatek discussed that the Fort McDowell Yavapai Nation (FMYN) Tribal Council had not yet moved forward with endorsing a plan and was interested in hearing from the Fountain Hills Council. Dr. Klopatek facilitated the discussion through the use of a presentation (copy on file in the Town Clerk's office). She presented the mission of the Independent Redistricting Commission (IRC), the process that the IRC uses to draw the lines, the legal requirements of the IRC, the timing of their completion of the process, the importance of population in the process, the draft Congressional map, and the FMYN alignments information.

Discussion ensued between the Council members regarding the proposed new district and what Congressman Schweikert area of representation would be, methods by which the Town Council and Tribal Council could affect change to the Congressional map (letter or resolution), proposed key points that could be included in the letter or resolution, and Fountain Hills' placement on the current map point out that it was not with Fort McDowell.

Mayor Schlum commented that the Town Council had given direction to staff at their last meeting to prepare a letter noting their interest in remaining with regional neighbors due to their collaborative efforts and he asked for everyone's thoughts. Dr. Klopatek suggested that possible arguments for the FMYN and the Town to remain on the Congressional map as their being communities of interest regarding tourism, the school district and intergovernmental agreements.

Discussion ensued regarding the fact that the Town also was tied to Scottsdale relating to intergovernmental agreements, and memorandums of understanding; the suggestion by Councilmember Elkie that a resolution be prepared and read at various IRC meetings, a joint resolution be prepared and that the Town and FMYN appear together to express their concerns regarding the Congressional map alignment; the fact that a number of things could be done, but that the action relating to the Congressional map needed to be completed quickly (within a 30-day window); the fact that the full FMYN Council would not meet until October 25; the Mayor's comment that it did not feel right to be plucked out of the

alignment with Fort McDowell; the question by Vice Mayor Dickey as to what alternative should be offered in place of Fountain Hills (population wise); the various options that could be suggested to offset the Council's request to remain with Fort McDowell on the Congressional map; the fact that options would need to be wrapped up by October 20 (the date of the next Town Council meeting); the fact that whatever was prepared could be submitted or read into the record at one of the IRC meetings; the fact that individuals could also offer their opinions and suggestions on-line and at the IRC meetings; the suggestion by Councilmember Hansen that they should reach out to the "Verdes" as they too share tourism and the fact is that they were trying to sell a "regional effort"; and the point made by Dr. Klopatek that documentation would need to be provided.

Mayor Schlum stated he was less clear on the draft Legislative map. Dr. Klopatek stated that the draft Legislative map had come out just this week and she continued with her presentation reviewing the proposed Legislative District facts, the FMYN alignment facts, the Fountain Hills alignment facts, the fact that the tribes (FMYN and Salt River Pima Maricopa Indian Community) had worked together on this, the fact that Fountain Hills and Scottsdale were still in the same district on this map, and a comment by Vice Mayor Dickey that Fort McDowell was in a minority/majority on the draft Legislative map.

Mayor Schlum stated the opinion that the focus should be on the draft Congressional map and that the Town Council will probably already have forwarded their position to the IRC by the time the Fort McDowell Tribal Council had met, Fountain Hills Town Attorney Andrew McGuire's comment that the proposed map could affect special districts (such as EVIT), and Dr. Klopatek explained how to access the website that allowed for individuals to comment on the maps and how to access the draft interactive maps to view how various scenarios would change and affect the map.

AGENDA ITEM #3 – UPDATE ON CENTENNIAL PROJECT.

Community Services Director Mark Mayer addressed the Town Council and FMYN Council relative to this item. He reviewed a list of events that are being planned for the local Centennial event; the fact that the State's Centennial event is scheduled for February 14, 2012, and that the local event is scheduled for February 12, 2012.

Vice Mayor Ginny Dickey presented the listing of local events to Mayor Schlum and President Pattea, which had been originally been prepared by Councilmember Hansen. The Vice Mayor discussed the planned Centennial activities and expressed her hope that there would be a great turnout. She stated that if there were any questions they should be directed to either Mark or her. Vice Mayor Dickey stated that everyone was invited and the various councilmembers who were able to attend would be recognized. Councilmember Hansen stated that they hoped to reconvene the remaining original incorporation committee members.

AGENDA ITEM #4 – OPPORTUNITIES FOR JOINT TOURISM EFFORTS.

Dr. Klopatek introduced Craig Benell, Director of Revenue Generation (Radisson).

Mr. Benell addressed the various points on an outline he distributed to the Councils relative to tourism (copy of file in the Office of the Town Clerk). Mr. Benell discussed what could be done better and more efficiently and point to the need for understanding as well as the importance of creating new revenue for their community and the partnership of working together, joining knowledge, learning and experience, and the ROI; the opinion that Destination Fort McDowell and Fountain Hills are and can be an effective brand; marketing current successful events and the need to communicate; the Mayor's comment that there was a need to share what each are doing; Vice President Burnette's comment that their receptionists and telephone operators needed to be kept informed and she point out that MapQuest's could be unreliable; Mr. Benell's observation that Google could be petitioned to correct those types of inaccuracies and that teamwork was needed to push information out to promote Fountain Hills' events; and Councilmember Leger's remark that there is always room for improvement, however, he asked where the communication disconnect was since there was a constant conversation about events and coordinating events (what could be done better or to enhance their communication). Dr.

Klopatek discussed the need for more lead time (knowledge about when the events will occur) so as to coordinate and maximize the promotion of events.

Mr. Benell discussed marketing, E commerce and group business opportunities. He stated that search engines don't populate and pointed out that it took too many clicks to get to Fountain Hills. He felt there was room to improve on Google's ranking. Mr. Benell acknowledged that Fort McDowell Destination meets monthly and pointed out that all amenities feed each other and he suggested a joint golf marketing piece as Europeans and Canadians were intrigued with this area. He also proposed looking at Allegiant Airlines as an opportunity (as they ran the smaller markets) and establishing apps as the Radisson has done. Dr. Klopatek acknowledged that there were two marketing demographics (those consumers who do not use apps/computers and those that do) and the fact that there was a need to still use print media during this transitioning marketing. Mr. Benell stated there was still a need to overcome the perception that Fountain Hills was "too far". He expressed that Fountain Hills was a valuable partner and that marketing was all about branding.

Mayor Schlum asked if Fountain Hills' restaurants were marketed at the Radisson and Mr. Benell responded yes. Mr. Benell commented that they were playing with Livingsocial.com and Groupon as a way to draw interest. Vice Mayor Dickey suggested there could be packages created as other cities do for such events as Super Bowl, the All Star and Hockey events that could include transportation options to diminish the perception Fountain Hills is too far away. Mr. Benell indicated that incentives were coming back and would be perfect for European and Canadian groups as that market was more active.

Mayor Schlum thanked Mr. Benell for this presentation.

AGENDA ITEM #5 – FOUNTAIN HILLS AND FORT MCDOWELL ECONOMIC DEVELOPMENT EFFORTS.

Mayor Schlum stated that Fountain Hills' retail struggles in the summer and that the focus was to fill office space in town in order to get more daytime population, which in turn would bring in more activities. He expressed the Council's desire was to conduct more joint meetings with Fort McDowell regarding future joint opportunities. He stated the Council was open to working with Fort McDowell and to support them relating to use of the large triangle piece of land owned by Fort McDowell, and reiterated that the Town Council was willing to work with and will continue to work with Fort McDowell.

Mr. Benell discussed their upcoming projects. The first was the possible remodel of their current casino or the possible relocation of the casino. He indicated that they were working with an architect and should start construction in the next 6 months with a completion date of a year or two. He commented that the FMYN was in competitions with Salt River as they had recently built a new casino and their customers wanted to changes here. The second project was the relocation of their pre-school program, which would prepare their children for public school.

Vice President Burnette commented that the Tribal Council was leaning towards connecting the casino to the Radisson, that they hoped to break ground next May, and the fact that the construction would include a three or four level parking garage. She expanded on the school project stating the relocation would allow for two ball fields and that the program would take children as young as six weeks old. The Vice President indicated that they had been holding back on construction for their casino due to the economy and commented that there were a lot of projects for the "golden triangle" and that they would keep Fountain Hills advised. She stated that they planned to have three shifts working on the casino and that would bring in jobs. Vice President Burnette stated that they would have a ribbon cutting when completed and that they would send out a press release soon and pointed to the fact that they were the last in the valley to construct a new casino.

Discussion ensued regarding the fact that there were many cyclists in the area, the question of how that could capitalized upon, and the fact that the auxiliary road had not yet made it on the T.I.P, which was the first step.

AGENDA ITEM #6 – DISCUSSION ESTABLISHING THE DATE FOR THE NEXT ANNUAL JOINT MEETING.

Mayor Schlum asked President Pattea if the Fort McDowell Yavapai Nation wanted to continue to meet and if so, would their preference be monthly or annual meetings. Vice President Burnette responded that they would like to host the next meeting and they would formulate and coordinate the date with the Town.

Interim Town Manager Julie Ghetti thanked the Councils for their time and for their leadership.

Mayor Schlum and President Pattea adjourned the meeting at 10:05 a.m.

TOWN OF FOUNTAIN HILLS

By _____
Mayor Jay T. Schlum

ATTEST AND
PREPARED BY:

Bevelyn J. Bender, Town Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Joint Session held by the Town Council of Fountain Hills and the Fort McDowell Yavapai Tribal Council in the Fountain Hills Community Center on the 12th day of October 2011. I further certify that the meeting was duly called and that a quorum was present.

Dated this 17th day of November 2011.

Bevelyn J. Bender, Town Clerk